



# Form CRS

## Client Relationship Summary

### I. Introduction

Whelan Financial is a SEC-registered investment advisor established in 1988. Investment advisors differ from brokers. It is important for you to understand the differences between their respective fees and services. The SEC offers free and simple tools to educate yourself and to research firms and financial professionals at: <https://www.investor.gov/CRS>.

### II. What investment services and advice can you provide me?

Our firm offers both investment management and financial planning services.

**Investment Management Services:** We provide portfolio management, including personalized investment strategies, to clients on a discretionary basis. This means that clients give Whelan Financial the authority to make decisions on their behalf without pre-approval (unless notified in writing). These services are monitored quarterly as part of our standard fee.

**Financial Planning Services:** We provide custom financial planning, retirement planning and social security planning to clients on a non-discretionary basis. This means that clients make the ultimate decision regarding the implementation of advice (including the purchase or sale of investments outside of our management). Our plans are reviewed periodically as part of our standard fee. Additionally, we offer one-time social security planning for non-clients, for which Whelan Financial does not monitor.

#### How much do I have to invest with you?

\$250,000 (or meet certain income qualifications for an initial investment of less than \$250,000).

For additional information, please visit: <https://adviserinfo.sec.gov/firm/brochure/107227> (See items 4 and 7 of Form ADV part 2A or items 4.A and 5 of part 2A appendix 1).

#### Conversation Starters

- “Given my financial situation, should I choose an investment advisory service like yours? Why or why not?”
- “What are the educational requirements to becoming a CFP® practitioner and how does that help with my circumstance?”
- “What can I expect from an ongoing advisory relationship with you that I would not expect to receive from a broker relationship?”
- “How does Whelan Financial choose my investments and when am I notified of a change in investment strategy?”

### III. What fees will I pay?

#### Fees charged by Whelan Financial

Whelan Financial's rates are based upon the amount of money the client has hired us to manage. This is commonly referred to as assets under management (AUM). These dollars are subject to a tiered fee schedule, meaning that as managed assets increase, the annual rate decreases. See below for fee schedules and example rates:

### Fee Schedule:

#### When AUM is greater than \$500,000:

1% of the first \$1,000,000; plus 0.75% on amounts in excess of \$1,000,000, up to \$1,500,000; plus 0.50% on amounts in excess of \$1,500,000.

#### When AUM Is Between \$250,000- \$500,000:

1.5% on the first \$250,000; plus 1.25% for amounts in excess of \$250,000, up to \$500,000.

#### When AUM Is Less Than \$250,000:

\$1,000 annual financial planning fee; plus 1.5% of the first \$250,000 of assets under management.

Assets Under Management	Annual Effective Rate
\$250,000.00	1.50%
\$400,000.00	1.41%
\$500,000.00	1.00%
\$1,000,000.00	1.00%
\$3,000,000.00	0.71%
\$5,000,000.00	0.63%
\$10,000,000.00	0.56%

There are no other fees or costs charged by Whelan Financial related to our services. Please note, you will incur fees and costs whether you have investment gain or not. Please make sure you understand what fees and costs you are paying, as they will reduce the amount of money you make over time. For additional information, please see our Form ADV, Part 2A brochure (specifically Item 5) which can be found at <https://adviserinfo.sec.gov/firm/brochure/107227>.

### What are your legal obligations to me when providing advice? How do your financial professionals make money? Are there any potential conflicts of interest I should know about?

When we act as your investment adviser, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some potential conflicts of interest. You should understand and ask us about these conflicts because they can affect the investment advice we provide. Here are some examples to help you understand what this means:

- Our investment advisors are compensated based on one, or a combination of, salary and a percentage of revenue generated to the firm. This incentivizes advisors to generate more revenue to the firm either through investment gain or new deposits.
- We may have a referral relationship with a CPA or an attorney with whom we also have a client relationship. These professionals are recommended purely on merit. No financial incentives are offered in either direction.

**Conversation Starter:** "How might your conflicts of interest affect me, and how will you address them?"

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## IV. Do you or your financial professionals have legal or disciplinary history?

Our firm does not have a disciplinary history. Visit [www.investor.gov/CRS](http://www.investor.gov/CRS) for a free and simple tool to research our firm and our financial professionals.

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## V. Additional Information

You can find additional information about our services and request a copy of the relationship summary by visiting [www.whelan-financial.com](http://www.whelan-financial.com), emailing [info@whelanfinancial.com](mailto:info@whelanfinancial.com) or calling us at 559-228-8002.